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FAX COVER SHEET

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TO: Mail Stop Amendment, U.S.P.T.O.
Examiner Daniel Lastra, T.C./AU: 3622FROM: Jeff Proehl Chris LilloX Kay MarshallRE: Appln. No. 09/751,801 Filing Date: 12/29/2000 Applicant: Scott D LeapmanTotal Number of Pages (Including cover sheet): 19 (Please call us as soon as possible if you do not receive all pages).Certificate of Transmission

I hereby certify that this correspondence is being facsimile transmitted to the Patent and Trademark Office to 571-273-8300 on December 17, 2005


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DEC 27 2005

Appln. No. 09/751,801
Amendment dated September 30, 2005
Reply to Office Action mailed December 27, 2005

Attorney's Docket No. 24-0041
Client's Docket No. P1670US00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
Appln. No. 09/751,801)
First Named Applicant: SCOTT D LEAPMAN)
Filed: 12/29/2000)
For: SYSTEM AND METHOD FOR)
TARGETED ADVERTISING)
TC/A.U.: 3622)
Examiner: Lastra, Daniel)
Attorney: Jeffrey A. Proehl)

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Arlington, VA 22313-1450

RESPONSE

Sir:

Responsive to the Office Action mailed September 30, 2005, applicant hereby requests the consideration of the following:

Amendments to the Specification: None.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper

Amendments to the Drawings: None.

Remarks/Arguments begin on page 11 of this paper.